

# Proactive Release

Date: 20 February 2020

The following Cabinet paper and related Cabinet minute have been proactively released by the Minister of Foreign Affairs and Trade:

***Aotearoa ki te Ao: Māori Trade Opportunities:***

***(DEV-19-MIN 351 refers)***

Some parts of this information release would not be appropriate to release and, if requested, would be withheld under the Official Information Act 1982 (the Act). Where this is the case, the relevant sections of the Act that would apply have been identified. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Key to redaction codes:

- 6(a): to avoid prejudicing the international relations of the New Zealand Government.

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# Cabinet Economic Development Committee

## Minute of Decision

*This document contains information for the New Zealand Cabinet. It must be treated in confidence and handled in accordance with any security classification, or other endorsement. The information can only be released, including under the Official Information Act 1982, by persons with the appropriate authority.*

### Aotearoa ki te Ao: Māori Trade Opportunities

Portfolio Associate Trade and Export Growth

On 11 December 2019, the Cabinet Economic Development Committee:

- 1 **noted** that the delegated responsibilities of the Associate Minister for Trade and Export Growth (the Associate Minister) include ensuring that the government's trade policy and trade promotion work is helping Māori succeed on the world stage and for championing indigenous-to-indigenous connections globally;
- 2 **noted** that the paper under DEV-19-SUB-0351 seeks Cabinet's support for the strategic direction that is proposed to advance indigenous trade;
- 3 **noted** that the timing of this work is particularly relevant given recent recommendations from the independent Trade for All Advisory Board relating to government's role in Māori trade success and celebrating New Zealand's Māoritanga as part of efforts to promote New Zealand internationally;
- 4 **noted** that the proposed approach falls broadly into four strategic pou (pillars):
  - 4.1 Pou 1: Grow Māori Exporter Opportunity and Success;
  - 4.2 Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values;
  - 4.3 Pou 3: Strengthen Indigenous International Connections;
  - 4.4 Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities;

#### Pou 1: Grow Māori Exporter Opportunity and Success

- 5 **agreed** that the Ministry of Business, Innovation and Employment (MBIE) lead a stocktake of Māori entrepreneurship activity with a view to considering how to optimise support for Māori entrepreneurship and business development;
- 6 **noted** that the Associate Minister intends to discuss with relevant colleagues how New Zealand Trade and Enterprise (NZTE) might further assist with promoting Māori enterprise and other associated work alongside the strategic direction;

## Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values

- 7 **supported** the seeking of provisions in international agreements that protect each country's ability to respect, preserve, promote, and maintain genetic resources, traditional knowledge, and traditional cultural expressions or folklore;
- 8 **agreed** to change the existing practice for future trade negotiations so as to introduce greater transparency, and to promote the integration of indigenous perspectives into international agreements, by publishing:
- 8.1 the negotiating mandate around what New Zealand is seeking on protections for taonga;
- 8.2 the negotiating mandate regarding provisions in international instruments that are specifically intended to advance indigenous interests and/or acknowledge the importance of mātauranga Māori / traditional knowledge;
- 9 **noted** that:
- 9.1 since October 2017, New Zealand Māori Tourism has invested significantly in developing a case to establish a mark for products sold by Māori;
- 9.2 this work has been supported by a 'Tohu concept advisory group' comprised of prominent Māori (set out in Annex I to the paper under DEV-19-SUB-0351);
- 10 **noted** that Te Puni Kōkiri will prepare further advice on whether and how the government might be able to support Māori-led efforts to establish a Māori Mark of Authenticity;

## Pou 3: Strengthen Indigenous International Connections

- 11 **agreed** that the government adopt a policy of pursuing international arrangements that support indigenous cooperation <sup>s6(a)</sup>
- 12 **noted** the need for close coordination between the Minister of Foreign Affairs, the Minister for Trade and Export Growth, and the Associate Minister to ensure that Māori can make a meaningful and impactful contribution to New Zealand's hosting of APEC 2021;
- 13 **noted** that the Associate Minister intends to maintain regular engagement with the Taumata, a new group formed by Māori to achieve deeper engagement with the Crown on trade policy;
- 14 **noted** that:
- 14.1 the Associate Minister intends to explore what work can be done to better identify and quantify Māori exporters and measure their success;
- 14.2 this will ensure that as the government seeks to deliver benefits through international arrangements, Ministers are better able to assess the impact;
- 14.3 this work is being scoped for consideration in Budget 2020;

- 15 **noted** the need for close coordination between the Minister of Foreign Affairs, the Minister for Trade and Export Growth, and the Associate Minister to ensure that MFAT, NZTE and Te Puni Kōkiri are suitably equipped to lift the mātauranga Māori of their staff involved in representing the government to communities within Aotearoa or in representing New Zealand abroad;

#### **Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities**

- 16 **noted** that indigenous trade missions are a practical way of supporting the aspirations of Māori businesses to form ties with other indigenous businesses with whom they enjoy a cultural affinity, shared experiences and values;
- 17 **noted** that work is underway on the first Joint Australia-New Zealand Indigenous Business Mission, which is scheduled for Malaysia and Singapore in 2020;
- 18 **noted** that the above Mission was announced by leaders in both the 2018 and 2019 Joint Statements, and provides an opportunity to advance New Zealand/Māori business interests and position New Zealand as a leader in international efforts to expand the participation of indigenous people in global trade.

Janine Harvey  
Committee Secretary

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#### **Present:**

Hon Kelvin Davis  
Hon Phil Twyford  
Hon Dr Megan Woods (Chair)  
Hon David Parker  
Hon Nanaia Mahuta  
Hon Iain Lees-Galloway  
Hon Jenny Salesa  
Hon Shane Jones  
Hon Kris Faafoi  
Hon Julie Anne Genter  
Hon Eugenie Sage

#### **Officials present from:**

Office of the Prime Minister  
Officials Committee for DEV

#### **Hard-copy distribution:**

Minister for Trade and Export Growth  
Associate Minister for Trade and Export Growth

## **Aotearoa ki te Ao: Māori Trade Opportunities**

### **Proposal**

1. The purpose of this paper is to seek support for the strategic direction I propose in order to advance indigenous trade. This approach is intended to:
  - 1.1. promote reciprocal indigenous relations through people-to-people, business-to-business and government-to-government links;
  - 1.2. enhance New Zealand's profile and reputation as a leader on indigenous trade;
  - 1.3. advance the Government's trade policy and trade promotion objectives;
  - 1.4. support the export, development and prosperity aspirations of Māori with cross-cutting benefits for SMEs, our regions, women and the digital innovation sector; and
  - 1.5. broaden the contribution that Māori can make to advance New Zealand's trade success.
2. The objectives outlined in my approach are consistent with both the Government's aspirations for the Trade for All agenda as well as our plan for a modern New Zealand that New Zealanders can all be proud of. Importantly, the approach lays the groundwork for policies which will i) support productive, sustainable and inclusive economic development; and ii) advance Māori aspirations of intergenerational wellbeing for our people and our environment.

### **Background**

3. Today, the Māori economy is an important and growing part of New Zealand's overall economy. It includes a range of authorities, businesses and employers who self-identify as Māori. The 2017 report "Te Ao Māori - Trends and Insights" by Chapman Tripp estimated the value of the Māori asset base at over \$50 billion. Māori own a significant proportion of assets in the primary sectors (e.g. 50% of the fishing quota, 40% of forestry, 30% in lamb production, 30% in sheep and beef production, 10% in dairy production and 10% in kiwifruit production).
4. Māori have a longstanding legacy as entrepreneurs and traders since pre-European times and were quick to seize the new opportunities which the arrival of the European settlers presented. In the first half of the 19th century, Māori supplied

services and food to the settler colonies in New Zealand and exported food products to the Australian colony.

5. In more recent decades, trade has been a driver of growth for the New Zealand economy and the shift toward emerging markets in the Asia-Pacific is creating new opportunities for New Zealand. The flow-through benefits for Māori have not been easily quantifiable beyond our ability to look at benefits to the primary sector and draw a link to the profile of the Māori asset base.
6. These days Māori enterprise is increasingly well represented in the food & beverage, tourism, digital, fashion and creative sectors while education and health stand out as sectors presenting new and exciting opportunities for Māori social and economic success.
7. New Zealand has continued to promote an international rules-based system through open access to markets and free trade agreements. Against this backdrop, while the economy may have grown, many New Zealanders, including many Māori, have felt left behind by deepening inequality in our country. These views coincided with rising anti-globalisation and concerns around the impact of trade agreements on government's ability to regulate in the public interest including on New Zealanders' health, the environment and our Treaty of Waitangi partnership – concerns which manifested most visibly around the Trans-Pacific Partnership (TPP).
8. In being appointed to the role of Associate Minister for Trade and Export Growth (AMTEG), I was delegated responsibilities for ensuring that the Government's trade policy and trade promotion work is helping Māori succeed on the world stage and for championing indigenous-to-indigenous connections globally.
9. The direction I am proposing should not be considered as 'business as usual'. It offers another channel for us to build people-to-people connections, maximise opportunity and ultimately deepen the breadth and resilience of relationships important to our ability to influence issues of global and regional importance which affect the stability and prosperity of New Zealanders.
10. Dev-18-MIN-0133 of June 2018 sets out the importance of the Trade for All agenda; an opportunity to take a fresh look at our policy settings and ensure that the benefits of trade are distributed more widely including to more whānau Māori.
11. On 28 November 2019, the independent Trade for All Advisory Board released its report and recommendations on New Zealand's approach to trade policy and trade negotiations. In preparing the report, the Board drew on written and verbal feedback from New Zealanders that was gathered from extensive consultations, including from dedicated engagement with Māori. The report will inform the optimisation of our policy settings in support of economic development which is productive, sustainable and inclusive. As expected, the Board has made several recommendations related to Māori trade success and celebrating our country's Māoritanga as part of broader efforts to promote New Zealand internationally.
12. This context is helpful as we:

- 12.1. make a case for supporting an international rules-based system which incorporates and supports opportunities for indigenous peoples and their economies.
- 12.2. seek to harness traditional knowledge and indigenous culture in building:
  - a) New Zealand's economic and social resilience; and
  - b) strong trading relationships with our international partners.
- 12.3. seek to advance collective ambition with like-minded partners by sharing:
  - a) experiences of values-based business models from te ao Māori and the corresponding benefits for well-being and sustainable development; and
  - b) New Zealand's experience with indigenous development and our journey toward a robust Māori-Crown relationship.
13. This is also the context in which I seek your support for a policy direction that will help the Government partner more effectively with Māori on trade.
14. As part of the Māori Development portfolio, I am already developing the following workstreams to support and sustain the broader objectives outlined in this paper:
  - 14.1. working with the Minister for Economic Development on a proposal for a Social Procurement policy;
  - 14.2. working with the Minister for Small Business on the Small Business Work Programme;
  - 14.3. leading Te Pae Tāwhiti; a whole-of-government strategy to address Wai 262 issues such as protection of taonga species, taonga works and other mātauranga Māori as well as engagement with Māori and representation of Māori interests on international issues; and
  - 14.4. working with the Minister for Research, Science and Innovation to grow Māori digital capability through the Ka Hao Māori Digital Technology Fund.

### **Strategic Pou (Pillars) to Advance Indigenous Trade**

15. As intimated above, the approach I propose is one that can build on the strengths and opportunities of a Māori economy which continues to demonstrate innovation and agility and that reciprocates the benefits of economic success for whānau, hapū, iwi and related shareholding interests. There is a unique point of difference in an approach that is committed to an indigenous enterprise gateway and that fundamentally stems from the importance of relationships forged through cultural affinity based on intergenerational values which transcend economic transactions.
16. This proposed indigenous first approach falls broadly into four categories:

Pou 1: Grow Māori Exporter Opportunity and Success

Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values

Pou 3: Strengthen Indigenous International Connections

Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities

*Pou 1: Grow Māori Exporter Opportunity and Success*

17. To further lift the number, innovation and productivity of Māori exporters, there will need to be a review and a boost of efforts to support three related things:
  - a. **Māori entrepreneurship activity** – this involves i) inspiring more Māori to start or grow businesses; and ii) equipping them with the skills to identify, create and take opportunities for commercial advantage.
  - b. **Māori business development** – ensuring that Māori have the support they need to proceed with the mechanics of starting a business and to develop the skills and capabilities necessary to curate their unique value propositions (UVPs) – this creates a viable business that can then operate and scale over time.
  - c. **Accelerating Māori firms' uptake of internationalisation** – This is about more than just exporting and includes building international networks, engagement with global value chains, knowledge exchange, foreign direct (FDI) and overseas direct investment (ODI).
18. Against this background, I propose the following initiative aimed at supporting both **Māori entrepreneurship activity** and **Māori business development**:
  - 18.1. A stocktake, led by MBIE, of Māori entrepreneurship activity (both of government's existing interventions and of the data that shows whether Māori entrepreneurship is increasing and improving or not) with a view to considering what we could be doing more of or more effectively.
19. On **accelerating Māori firms' uptake of internationalisation**, NZTE already works closely with several successful Māori businesses and has made meaningful progress in equipping their staff to establish Māori cultural connections. I'm aware of advice suggesting more could be done to strengthen the brand and provenance attribution alongside Māori food & beverage producers as well as the Māori primary sector more broadly. I am keen to be involved in discussions to explore how NZTE could further assist with promoting Māori enterprise and other associated work as part of my proposed approach.

*Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values*

20. The approach I am advocating would reaffirm the value we already place on both i) mātauranga Māori in the many facets of our environmental, educational and social well-being; and ii) policy approaches on mātauranga Māori which are mana-enhancing and that contribute to Māori wellbeing. By extension, it is also an approach which supports the advancement of tangible efforts, both Māori-led and Government-led, to guard against cultural appropriation and the misuse of mātauranga Māori.



21. There is an ambition amongst Māori to develop a better protection framework for indigenous intellectual property. I recognise that this remains an essential element to advance many on the aspirations that Māori businesses have to be able to draw on mātauranga Māori to develop a unique edge in the global market.
22. The Government is responding through work domestically to improve the regulatory framework for protecting taonga works and taonga species, and we are giving this work additional impetus through the All of Government Response to Wai 262. Improved protections at home will empower greater contemporary usage and development of mātauranga Māori and support Māori aspirations to take a leading role in advancing the protection of traditional knowledge internationally for the benefit of all indigenous peoples.
23. In overseas markets, NZTE, MFAT, MBIE, and MPI provide assistance and advice to businesses around protecting their IP, including traditional knowledge. That work needs to continue.
24. I propose the following additional initiatives to further protect and promote mātauranga Māori and Māori trade through an indigenous emphasis abroad:
  - 24.1. seeking provisions in international agreements that protect each country's ability to respect, preserve, promote, and maintain genetic resources, traditional knowledge, and traditional cultural expressions or folklore.
  - 24.2. changing the existing practice for future trade negotiations so as to introduce greater transparency and promote the integration of indigenous perspectives into international agreements by publicising:
    - a. the negotiating mandate around what New Zealand is seeking on protections for taonga; and
    - b. the negotiating mandate regarding provisions in international instruments that are specifically intended to advance indigenous interests and/or acknowledge the importance of mātauranga Māori / traditional knowledge.
  - 24.3. supporting Māori-led efforts to establish a Māori Mark of Authenticity. This aligns with the Government's economic shift of moving from volume to value and a growing emphasis on local manufacturing that preference a "Wood and Wool First" policy objective which seeks to source and procure manufactured goods locally. Since October 2017, industry group NZ Māori Tourism, has invested significantly in working to develop a case to establish a mark for products sold by Māori. This work was supported by a 'Tohu concept advisory group' comprised of prominent Māori (see Annex I). I have directed Te Puni Kōkiri officials to prepare further advice on whether and how the Government could support these efforts.

*Pou 3: Strengthen Indigenous International Connections*

25. Māori culture already adds significant value to this country's trade diplomacy through a diverse range of people-to-people and government-to-government linkages. That activity spans from 'New Zealanders sharing their culture for the love of it' to 'the

Government investing strategically in cultural exchanges', such as through the Cultural Diplomacy International Programme (CDIP) overseen by the Prime Minister in her capacity as Minister for Culture and Heritage.

26. Contributions to international connections through my Ministerial portfolios have included:
  - 26.1. Establishing the Rotorua group involving Australia, Canada, Chile and New Zealand. These are countries which regularly share information on indigenous development issues due to our similar experiences and aspirations in this area.
  - 26.2. Working with Australian Minister for Indigenous Affairs Hon Ken Wyatt, as part of the Australia New Zealand Leadership Forum, towards i) a cooperation arrangement on indigenous issues; and ii) preparations for a joint indigenous business mission to South East Asia in 2020.
  - 26.3. My work in engaging with significant Māori groups such as the Iwi Leaders Forum and Federation of Māori Authorities and acting as a conduit for relaying their interest in trade and export growth including their desire to maximise participation of Māori in the Dubai 2020 expo which will draw on Māori values to showcase trade opportunities with New Zealand including our Māori exporters.
  - 26.4. Support for Minister Parker's leadership of the Inclusive Trade Action Group (ITAG) in which we are partnering with Canada and Chile on policies which support an inclusive approach to trade and trade policy.
27. I see this work as a solid platform for further initiatives as part of an approach that incorporates indigenous perspectives in New Zealand's trade relations. I also see APEC 2021 as playing a role in advancing some of those initiatives.
28. New Zealand's hosting of APEC 2021 will be a unique opportunity to make a meaningful impact towards advancing Māori and Indigenous aspirations on the world stage. It will be a once-in-a-generation opportunity to:
  - 28.1. advance indigenous co-operation amongst APEC economies within the Asia Pacific region;
  - 28.2. promote indigenous inclusion more actively within the policy agenda of APEC;
  - 28.3. showcase Māori economic and Crown / Māori achievements alongside other indigenous economic activity; and
  - 28.4. test and trial social procurement, i.e. the use of government procurement as a tool for achieving social good or public value, including for Māori development.
29. With the above context in mind, I propose the following initiatives to ensure our government-to-government ties are facilitating a greater role for Māori in New Zealand's trade success:

- 29.1. The negotiation of international arrangements which support indigenous cooperation (beginning with Australia).
- 29.2. Close coordination between the Ministers of Foreign Affairs, Trade and Export Growth and I to ensure that Māori can make a meaningful, authentic and impactful contribution to New Zealand's hosting of APEC 2021.
- 29.3. I intend to maintain regular engagement with the Taumata, a new group formed by Māori to achieve deeper engagement with the Crown on trade policy. At a time when there is an expectation that the Government places value on the Māori-Crown relationship, I am keen to help build a constructive collaboration with iwi, hapū, whānau through this new Māori representative body.
- 29.4. Close coordination between the Ministers of Foreign Affairs, Trade and Export Growth and I to ensure that MFAT, NZTE and TPK are suitably equipped to make provision for Mātauranga Māori to assist business interactions and support trade delegations seeking to forge new opportunities between indigenous businesses.
- 29.5. Further work needs to be undertaken to identify and quantify Māori exporters and measure their success. This will ensure that as the Government seeks to deliver benefits through international arrangements, we are better able to assess the impact. This work is being scoped for consideration in Budget 2020.

*Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities*

30. Indigenous trade missions are a practical way of supporting the aspirations of Māori businesses to form ties with other indigenous businesses with whom they enjoy a cultural affinity, shared experiences and values.
31. Work is under way on the first Joint Australia-New Zealand Indigenous Business Mission scheduled for Malaysia and Singapore in 2020. This was announced by leaders in both the 2018 and 2019 Joint Statements and provides an opportunity to advance New Zealand/Māori business interests in one of the world's fastest growing regional markets. Additionally, this business mission will enhance the relationship between trans-Tasman indigenous businesses and, support New Zealand's Single Economic Market agenda with Australia. Invitations to indigenous business representatives from Canada, Chile, Mexico and <sup>s6(a)</sup> will actively position New Zealand as leading international efforts to expand the participation of indigenous people in global trade.

**Conclusion**

32. I seek support for the approach and the objectives outlined in this report which will meaningfully lift the impact of Māori business internationally while building the Māori asset base and the broader New Zealand economy, inclusive of women, Small and Medium Enterprises and our regions.

## Consultation

33. In the preparation of this paper, the Ministry of Foreign Affairs and Trade consulted with Te Puni Kōkiri, the Ministry of Business, Innovation and Employment, New Zealand Trade and Enterprise, Treasury and Ministry for Primary Industries.
34. I have consulted with the Minister of Foreign Affairs, the Minister for Trade and Export Growth, the Minister for Economic Development, the Minister for Small Business, the Minister of Research, Science and Innovation, the Minister of Commerce.

## Financial Implications

35. I intend to work with Ministerial colleagues to seek funding for related initiatives through budget 2020.

## Legislative Implications

36. The decisions in this paper have no immediate legislative implications.

## Impact Analysis

37. There are no specific regulatory proposals in this paper, so an impact analysis has not been prepared.

## Treaty of Waitangi Analysis

38. This paper contributes to work to advance Wai 262 issues. Work has been informed by the Engagement Framework and Guidelines, the Partnership Principles, and Cabinet Office circulars 19 (3) and 19 (5) in existing work and engagements.

## Human Rights

39. The proposals in this paper are not inconsistent with the New Zealand Bill of Rights Act 1990 or the Human Rights Act 1993.

## Publicity

40. No specific publicity is planned for this paper.

## Proactive Release

41. I propose to release this paper proactively.

## Recommendations

The Associate Minister for Trade and Export Growth (AMTEG) recommends that the Committee:

1. **note** that in August, the Minister of Trade and Export Growth delegated me with the role of AMTEG with responsibility for ensuring that the Government's trade policy and trade promotion work is helping Māori succeed on the world stage and for championing indigenous-to-indigenous connections globally.

2. **note** that through this paper I seek cabinet's support for the strategic direction I am proposing that will advance indigenous trade and help me prosecute my responsibilities as AMTEG.
3. **note** that the timing of this work is particularly relevant given recent recommendations from the independent Trade for All Advisory Board relating to government's role in Māori trade success and celebrating our country's Māoritanga as part of efforts to promote New Zealand internationally.

4. **note** that my proposed approach falls broadly into four strategic pou (pillars):

Pou 1: Grow Māori Exporter Opportunity and Success

Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values

Pou 3: Strengthen Indigenous International Connections

Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities

*Pou 1: Grow Māori Exporter Opportunity and Success*

5. **agree** that MBIE lead a stocktake of Māori entrepreneurship activity with a view to considering how we might optimise our support for Māori entrepreneurship and business development.
6. **note** that I intend to discuss with relevant colleagues how NZTE might further assist with promoting Māori enterprise and other associated work alongside my strategic direction.

*Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values*

7. **support** the seeking of provisions in international agreements that protect each country's ability to respect, preserve, promote, and maintain genetic resources, traditional knowledge, and traditional cultural expressions or folklore.
8. **agree** to changing the existing practice for future trade negotiations so as to introduce greater transparency and promote the integration of indigenous perspectives into international agreements by publishing:
  - a. the negotiating mandate around what New Zealand is seeking on protections for taonga; and
  - b. the negotiating mandate regarding provisions in international instruments that are specifically intended to advance indigenous interests and/or acknowledge the importance of mātauranga Māori / traditional knowledge.

9. **note** that since October 2017, NZ Māori Tourism has invested significantly in developing a case to establish a mark for products sold by Māori. This work was supported by a 'Tohu concept advisory group' comprised of prominent Māori (see Annex I).

10. **note** that Te Puni Kōkiri officials will prepare further advice on whether and how the Government might be able to support Māori-led efforts to establish a Māori Mark of Authenticity.

*Pou 3: Strengthen Indigenous International Connections*

11. **agree** that our government adopt a policy of pursuing international arrangements which support indigenous cooperation s6(a)
12. **note** the need for close coordination between the Ministers of Foreign Affairs, Trade and Export Growth and I to ensure that Māori can make a meaningful and impactful contribution to New Zealand's hosting of APEC 2021.
13. **note** that I intend to maintain regular engagement with the Taumata, a new group formed by Māori to achieve deeper engagement with the Crown on trade policy.
14. **note** that I intend to explore what work can be done to better identify and quantify Māori exporters and measure their success. This will ensure that as the Government seeks to deliver benefits through international arrangements, we are better able to assess the impact. This work is being scoped for consideration in Budget 2020.
15. **note** the need for close coordination between the Ministers of Foreign Affairs, Trade and Export Growth and I to ensure that MFAT, NZTE and TPK are suitably equipped to lift the mātauranga Māori of their staff involved in representing the Government to communities within Aotearoa or in representing our country abroad.

*Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities*

16. **note** indigenous trade missions are a practical way of supporting the aspirations of Māori businesses to form ties with other indigenous businesses with whom they enjoy a cultural affinity, shared experiences and values.
17. **note** work is under way on the first Joint Australia-New Zealand Indigenous Business Mission which is scheduled for Malaysia and Singapore in 2020.
18. **note** this was announced by leaders in both the 2018 and 2019 Joint Statements and provides an opportunity to advance New Zealand/Māori business interests and position New Zealand as a leader in international efforts to expand the participation of indigenous people in global trade.

Authorised for lodgement

Hon Nanaia Mahuta

Associate Minister for Trade and Export Growth

## Annex I: Information on the 'Tohu Concept Advisory Group'

The Tohu Advisory Group was formed to provide NZ Māori Tourism advice on whether to establish a mark of authenticity for products sold by Māori.

The Group met from October 2017 until October 2018 and comprised the following representatives from the tourism and food industry:

| Representative         | Group  | Sector        |
|------------------------|--|---------------|
| Sir Mark Solomon       | Ngāi Tahu                                      | Iwi           |
| Che Wilson             | Ngāti Rangī                                    | Iwi/Tikanga   |
| Rachel Taulelei        | Kono Food Limited                              | Food/Exporter |
| Hilton Collier         | Pakihiroa Farms Ltd                            | Red Meat      |
| Kauahi Ngapora         | Whale Watch Kaikōura                           | Tourism       |
| Carol Berghan          | Kaitaia Backpackers/ Te Hiku Development Trust | Tourism/Iwi   |
| Vanetta (Minnie) Clark | Kapiti Island Nature Tours                     | Tourism       |
| Oscar Nathan           | Renosc Group                                   | Tourism       |